

Coast Boulevard Assn. Should Take Prompt Action

BROKER URGES EFFORT TO SECURE PUBLIC HIGHWAY THROUGH PROPERTY.

Apparently confirming the prediction that the eastern financiers who recently purchased the 16,000 acre Palos Verdes ranch had in mind the establishment on the slightly ocean bluffs between San Pedro and Redondo Beach of a Pacific Coast Newport, comes the announcement that Carl F. Schader, representing the syndicate now owning the former Bixby holdings, and the man who negotiated the sale of the great shore line property to Frank A. Vanderlip and his associates, has instructed the engineering firm of Koebig & Koebig of this city to immediately begin a survey of the entire tract.

The engineers will plot the property in ten-foot contours, accurately establishing the various elevations and mapping the whole. After this foundation survey, Olmstead, Bros., of Brookline, Mass., will assume charge of extensive landscaping operations covering a portion of the ranch lying in a strip of land four

teen miles long and three-quarters of a mile in width and extending along the shore edge of the property.

Schader states that the landscaping plans call for the laying out of more than fifty miles of boulevards and roadways in the strip in question. He declared yesterday that although the plans for the tract had been only partially matured, close to \$2,000,000 would in all probability be expended by the Vanderlip interests in the perfection of the ocean side of the property for high-class residential purposes. Asked as to the probability that the new owners of the Palos Verdes ranch expected to create so near to Los Angeles a great colony of eastern millionaires, Schader parried by avowing that "some such plan seems to be in the air."

"One thing I would like to emphasize," said the realty broker, "and that is the necessity for action upon the part of the public of Southern California if they ever expect to secure the right of way for a highway through the Palos Verdes ranch from Redondo to San Pedro. I can state with authority that no plan for such a highway has been included in the

development scheme for the ranch as thus far worked out. I am satisfied, too, that Mr. Vanderlip and his associates are public-spirited enough to make concessions in this respect, if properly approached and given to understand that such a highway is really desired by Southern California. If no steps are taken by Southern Californians themselves, I am satisfied that the ranch, or at least that part of it lying along the ocean, will forever be a walled-in private reserve.

"Los Angeles county hasn't a single mile of ocean-front boulevard worthy of the name, although both Santa Barbara and San Diego counties boast such drives. The bluffs along the shore line of the old Bixby ranch afford an opportunity for the creation of one of the most scenically beautiful ocean highways in the world, a drive that would be one of the peerless attractions for the visitors to this section during the expedition year. Here is an improvement worthy the best efforts of such organizations as the Automobile Association of Southern California, the Hotel Men's Association and the Chambers of Commerce."

Will Route Ships via New Canal Within Seventy Days is Estimate

The Panama Canal will be in condition to pass vessels all the way across the isthmus within the next seventy days unless some unexpected obstacle is encountered. This is the judgment of a high canal official.

The only remaining obstacles to prevent the passage of vessels at this moment are the Curaracha slide which blocks the cut-at Culebra, and the few additional slides of relatively

minor importance in the same locality. The dredging is progressing satisfactorily on those slides, and as soon as a channel of sufficient width and depth is established, it will be possible to pass vessels through from the Atlantic to the Pacific.

In view of the uncertain conditions surrounding the work, it has been deemed impolitic to attempt to fix a date for the opening of the canal.

Progress Notes of the Great Southwest

RETAIL DEALERS' ASSOCIATION

A new body has been formed in Redondo Beach to be known as the Redondo Beach Retail Dealers' Association with a membership of practically all firms of this city. The organization has the protection of the local merchants as its chief object and will undoubtedly be of importance here.

BUILDING IN SOUTHWEST.

Careful estimates put the amount of money invested in new building in Southern California during 1913 at \$75,000,000. Of this sum there is credited to Los Angeles \$31,500,000, and to other cities from which definite figures are receivable \$20,000,000 worth of construction is reported. The cities from which definite reports are received running over \$1,000,000 are: San Diego, with, in round numbers, \$6,800,000; Long Beach, \$4,000,000; Pasadena, \$2,720,000; Santa Monica \$1,050,000. Running from at least half a million to short of a million are Venice, with, in round numbers, \$850,000; Santa Ana, with \$680,000; and Glendale with \$635,000.

ALL DESIRABLE KINDS OF CLIMATE.

We of the California mesas, who have two lungs and a good circulation, might wish for a colder and more snappy winter. There are many thousands in this State who have never seen snow, except at a distance. We of the south might also wish for more of the natural wood and natural water of Northern California in place

of eucalyptus groves and irrigation canals. However, by moving around, one can find anything one wants in the shape of climate, without crossing the boundary of the State. That is to say, except blizzards, tornadoes, and cyclones. Thunderstorms are occasionally heard away off in the mountains, but they are very rare on the plains.

CALIFORNIA'S MOUNTAINS.

Things are wonderful principally by comparison. There are sixty or more lofty mountains in California rising more than 13,000 feet above sea level which are not considered sufficiently noteworthy among all the surrounding wealth of mountain scenery to have even received names, according to the United States Geological Survey. Any one of these mountain peaks, if situated in the eastern part of the United States, would of course be visited by millions of people. But California has seventy additional mountain peaks more than 13,000 feet high which have been named, or 130 in all, as well as a dozen rising above 14,000 feet.

CALIFORNIA MINERAL OUTPUT.

The Golden State has not lost its riches any more than its people have lost their cunning. The total mineral output of California for 1913 over-runs that of the previous year by about \$4,900,000, reaching in round numbers a total of \$95,000,000. Petroleum holds first place, with 93,500,000 gallons, worth \$43,500,000. Gold comes second with a yield of \$20,000,000. In percentages the cement product outstrips the others, with \$8,000,000, an increase

of 25 per cent. over the previous year.

At Hermosa Beach, the city has let a contract for a bulkhead at \$40,000.

RAISE THE LIMIT ON WEIGHT OF PARCELS ACCEPTED FOR MAIL

Postmaster General Burleson has issued orders to postmasters for changes to be made in the parcel post system on Jan. 1, 1914. Order No. 7706 follows:

"On and after Jan. 1, 1914, the limit of weight of parcels of fourth-class mail for delivery within the first and second zones shall be increased from 20 pounds to 50 pounds, and in the third, fourth, fifth, sixth, seventh and eighth zones from 11 to 20 pounds.

"The rate of postage on parcels exceeding four ounces in weight in the third, fourth, fifth and sixth zones shall be as follows:

"Third zone—Six cents for the first pound, and two cents for each additional pound or fraction thereof.

"Fourth zone—Seven cents for the first pound, and four cents for each additional pound or fraction thereof.

"Fifth zone—Eight cents for the first pound, and six cents for each additional pound or fraction thereof.

"Sixth zone—Nine cents for the first pound, and eight cents for each additional pound or fraction thereof."

In instructions to the postmasters is the following:

"At the same time you should point out the advantages of the parcel post system as a cheap, expeditious and efficient means for the transportation of parcels of merchandise, farm and factory products and miscellaneous articles, inviting attention to the insurance and C. O. D. features, particularly the low insurance fees. You should also emphasize the necessity for properly preparing articles for mailing, in order that they may be easily examined and withstand the handling to which they are subjected in transit and delivery and reach their destination in good condition."

Try the Herald liners for quick results.

FACTS ABOUT TORRANCE

Torrance is in the heart of a 3500 acre tract, about 700 acres of which have been subdivided and improved.

Torrance has approximately 20 miles of paved oil macadam streets.

The water for domestic and industrial purposes is supplied by the Dominguez Water company, and the Torrance Water, Light & Power Company. Their combined capital is \$1,250,000. One of their reservoirs located on the property has a capacity of 24 million gallons.

Six crude oil storage tanks with a capacity of 55,000 barrels each have been erected by the General Pipe Lines Company of California.

Street work and public improvements have cost more than \$600,000.

The First National Bank of Torrance has an authorized capital of \$200,000.

The Torrance Civic Center covers 25 acres. The Torrance Athletic Association's grounds cover 15 acres.

More than 100,000 ornamental shade trees have been planted.

150,000 flowering shrubs are now being planted in parks and parking spaces.

The Torrance Nursery contains approximately 100,000 costly shade trees of many varieties, and 150,000 flowering shrubs all to be planted.

Torrance is seven miles from San Pedro, and seventeen miles from Los Angeles.

Torrance has terminal rates, cheap fuel and power and abundance of raw materials at hand.

Torrance has a world wide market with a great exclusive territory which is rapidly growing.

Its laborers are 15 to 20 per cent more efficient than in the East and have an exceptionally high morale.

FOR ALL THE YEAR

A FEW 1914 SUGGESTIONS

Join the Chamber of Commerce and boost effectively through cooperative effort "in union there is strength" and results.

Subscribe for the local paper and keep in close touch with happenings in your town and community.

Lay your plans and use every endeavor to locate at least one new family in our midst during the year 1914.

Beautify your homes by planting lawns, trees, roses and other flowers. We will be on inspection in 1915 and now is the time to start to get ready for the thousands of visitors who will visit us during fair year.

Cultivate sociability, especially with the many new people who are moving to this city. Nothing impresses the new-comer like a hearty handshake and a little demonstration of interest in their behalf.

Be active in all movements to promote the general welfare of your town. It is easy to sit back, criticize and do nothing.

WHERE WOULD YOU LIVE?

BACK EAST (From Newspaper Headlines)

Blizzards rage.
Business suspended.
Below zero in Dixie.
Snow from Canada to Carolina.
Ships freeze fast in by ice seas.
Many deaths from extreme cold.
Factories close for want of fuel.
Drifts 30 feet high tie up all traffic.
Poor suffering from cold and hunger.

IN THE SUNNY SOUTHLAND

Surf bathing.
Picnic parties.
Peek-a-boo waists.
Men in shirt sleeves.
Thermometer 75 to 80.
Picking the golden, juicy orange.
Midsummer weather at the beaches.
January records for surf bathing broken.
General begira Sunday to aebches and mountains.
Open house doors, people lounging in the parks.

15 reasons why you should decide to buy a lot at TORRANCE

- 1 - Geographically well located
- 2 - 17 miles from Los Angeles
- 3 - 4 miles to the ocean
- 4 - On direct route to San Pedro
- 5 - Inexhaustible Water Supply
- 6 - Splendid electric light system
- 7 - Elevation ideal for drainage
- 8 - Perfect sewer system
- 9 - Wide, beautifully paved streets
- 10 - Backed by large industries
- 11 - Great car shops and iron works among others coming
- 12 - All industries, when running full, should employ 3,000 men - population expected, 15,000
- 13 - Big, clean, organized development
- 14 - Growing faster than any western industrial city
- 15 - A progressive, safe investment

PRACTICALLY SOLID

The Anaheim-Fullerton road division election held Saturday for the purpose of voting on the question of issuing approximately \$26,000 in bonds, carried by twenty-four majority. The total vote cast was twenty-six. The money is to be used in paving to its full width the State highway between Anaheim city and Fullerton.

APPROVES PROJECT.

The Board of Supervisors has received a letter from the Automobile Club of Southern California approving the project to have the state highway lighted from Fullerton to the south county limits. The suggestion was made at the meeting of the Associated Chambers of Commerce at Placentia, and was referred to a committee of that organization for a report. The automobile club's letter states that it would like to address the Board of Supervisors upon the matter.

BUSINESS COLLEGE NOTES

A Typewriter at Home Free
If you will enroll now for our January term, beginning Jan. 5th, we will furnish you absolutely free for home use while in school, a No. 10 Remington visible typewriter. This offer applies both to day school and to night school students. The only condition is that your tuition must be paid before the typewriter will be delivered. Come in at once and arrange the terms of your enrollment, or send check for tuition and the typewriter will be sent to your home, free of charge. \$25 pays for six months in the night school and \$50 for six months in the day school in any one department. \$100 pays for a full year, twelve months in the combination department, and time will be extended for necessary absence of one week or more. This year's course is the best one for you to take if you can spend that much time in school, but our six months' term will make you a good stenographer or a good bookkeeper, and enable you to take a good position.

We give you instruction on every modern machine and office appliance used in the best business houses. We also give you a complete office course so that when you leave school to accept your first position it is just like going from one business office to another, the work is so similar.

For free catalogue and full information, which will be cheerfully sent upon application, address J. W. McCormac, President, NATIONAL BUSINESS COLLEGE, Sixth Floor, Chamber of Commerce Bldg., 123 So. Broadway, Los Angeles, Cal. (Paid Advertisement.)